

# **TRANSMISSION EFFICIENCY FOR BROADCAST/MULTICAST SERVICES IN CELLULAR NETWORKS**

## **ABSTRACT**

Methods, systems and apparatus are provided for determining whether or not to provide a multicast service in a first cell of a mobile radio network using information provided by one or more UEs in the network. For example, a network may enable a multicast service in a first cell if a number of UEs, determined to be positioned in neighbouring cells and requesting the multicast service in the first cell, is larger than a threshold value.